

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
1 March 2001 (01.03.2001)

PCT

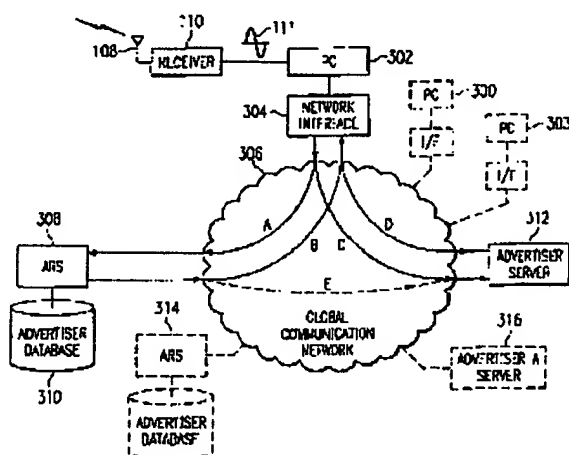
(10) International Publication Number
WO 01/15357 A1

- (51) International Patent Classification: H04H 1/00, G06F 17/30, H04N 7/08, 5/60
- (21) International Application Number: PCT/US00/22037
- (22) International Filing Date: 11 August 2000 (11.08.2000)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
09/382,376 24 August 1999 (24.08.1999) US
- (71) Applicant: DIGITALCONVERGENCE.COM INC.
[US/US]; Suite 600, 9101 North Central Expressway,
Dallas, TX 75231 (US).
- (72) Inventors: PHILYAW, Jeffry, Jovan; 5968 West North-
west Highway, No. 1813, Dallas, TX 75225 (US). MATH-
EWS, David, Kent; 3438 Livingston Lane, Carrollton, TX
75007 (US).
- (54) Title: METHOD AND APPARATUS FOR CONTROLLING A PC THROUGH AN AUDIO VISUAL BROADCAST, TO
STORE INFORMATION IN THE PC FOR SUBSEQUENT ACCESS TO THE INTERNET
- (74) Agents: HOWISON, Gregory, M. et al.; Howison,
Chauza, Handley & Amott, L.L.P., P.O. Box 741715,
Dallas, TX 75374-1715 (US).
- (81) Designated States (national): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ,
DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR,
HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR,
LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ,
NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM,
TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,
IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG,
CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published:

- With international search report.
- Before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments.

[Continued on next page]



(57) Abstract: A method for allowing a consumer to access an advertiser's location over a global communication network. A normal broadcast program is broadcast to a class of consumers having a unique signal embedded therein, which unique signal embedded therein is associated with a particular advertiser and a predetermined location on the network. Additionally, the unique signal has encoded therein a unique code that correlates with the location of this predetermined location on the network. When the unique signal is received at a consumer's location, the unique signal is decoded to extract therefrom the unique code. In response to this decoding, routing information to the predetermined location on the network from a consumer's computer on the network at the consumer's location is determined. This determined routing information is then archived in the consumer's computer.

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